



## Online content creator. Job description.



## CONTENTS

<b>1. Reporting to</b>	<b>3</b>
<b>2. Scope of role</b>	<b>3</b>
<b>3. Main responsibilities</b>	<b>3</b>
<b>4. Key skills and experience</b>	<b>4</b>
<b>5. Key behaviours</b>	<b>4</b>

This job description sets out the scope of the role of Online Content Creator at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

### 1. Reporting to

Senior content marketing specialist

### 2. Scope of role

To help to create and deliver creative campaigns for a range of clients, initiate and produce compelling and persuasive optimised content across various SEO and social media campaigns. To maximise opportunities for engagement, indexing, ranking, clickthroughs and conversion. To produce onsite copy, meta content, guest posts, features, product descriptions, blog posts, press releases, white papers, guides, promotional copy for offers and competitions and other content as required.

### 3. Main responsibilities

#### Campaign strategy

- To contribute to the development of campaign strategy documentation incorporating tactical ideas
- To develop SEO-friendly web content for a wide range of clients, including strategic key phrase placement within compelling and persuasive marketing copy that maximises opportunities for indexing, ranking, clickthroughs and conversion
- To produce onsite copy, meta content, guest posts, features, product descriptions, blog posts, press releases, white papers, guides and other content as required
- To produce captivating promotional copy for offers and competitions
- To edit and optimise offline content supplied by clients
- To produce content for social media campaigns
- To produce on-site content from scratch for new site builds as required

#### Client focus

- To work closely with the SEO and social media team to understand client objectives and contribute to campaign strategy with creative, innovative ideas
- To attend client meetings as required to update on campaign status and discuss ideas
- To respond to briefs from internal or external stakeholders within specified timelines
- To liaise in a timely and efficient manner with clients and any external agencies who are party to a campaign where required
- To develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of the clients you produce content for
- To strive for excellence across your work for Fresh Egg clients

#### Technical

- To identify and evaluate channels that may be used for promotional purposes

- To actively and frequently propose new and improved link bait ideas
- To actively and frequently propose new and improved outreach ideas
- To identify and liaise with relevant bloggers for outreach
- To monitor and track content in order to measure and report on success

#### **Best practise and organisation**

- To ensure your knowledge of the digital marketing industry is kept up to date and relevant by networking/researching/reading blogs and news sources
- To freely share knowledge, insight, best practice and ideas
- To actively contribute to the Fresh Egg blog
- To efficiently manage your workload and accurately record your time using the company timesheet system

#### **4. Key skills and experience**

- Educated to degree level in English, media studies, communications studies, journalism, PR or an equivalent specialism, preferably within a digital media environment
- Good knowledge and understanding of SEO, including a detailed understanding of key phrase research and its application to SEO and a clear understanding of how Google's algorithm ranks pages
- Working knowledge of Google Analytics, WordPress and Google Webmaster tools
- Proven success in working with third parties and internal stakeholders to produce industry-leading creative campaigns
- Proven success in writing professional web and marketing copy, with the ability to produce compelling, optimised copy while maintaining brand messaging, persuasiveness and readability
- Proven success in writing press releases, news articles, comment pieces and press statements
- Experience working with the media, whether as a journalist or pitching stories to the media
- Advanced level proof reading and editing experience
- Creative thinker with excellent content generation skills
- Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing, to both internal and external stakeholders
- Ability to type quickly and accurately
- Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to inform unique and innovative new content
- Extensive blogging experience
- Excellent working knowledge of major social media channels including Facebook and Twitter
- Proactive and highly organised, with strong time management and planning skills
- Able to meet tight deadlines and remain calm under pressure

#### **5. Key behaviours**



- Self-motivated, driven, with a can-do, problem solving attitude
- Highly creative and full of ideas
- Curious in nature with a lively, broad ranging intellect
- Passionate about producing top quality written material
- Analytical and inquisitive, with excellent attention to detail
- Innovative and creative, with a concise, precise and effective approach to problem solving
- Good at absorbing large amounts of information, with a general hunger for learning
- Credible, confident and articulate, with excellent communication and presentation skills.
- Reliable, flexible and cooperative
- Diplomatic and tactful
- Personable and approachable, with an enthusiastic and motivational nature and an overall passion for excellence
- Problem solving